

Subject: Fwd: USC-DTLA Center for Urban Innovation
From: Jessica Lall <jlall@ccala.org>
Date: 03/15/2017 04:53 PM
To: Tom USC Sayles <sayles@usc.edu>
CC: Nick Griffin <ngriffin@downtownla.com>, Shawn Bratton <sbratton@ccala.org>

Hi Tom -

I've been speaking with Nick Griffin from the downtown center BID about an idea for a center of Urban Innovation (concept below). We had a productive mtg last year and would like to explore moving it forward. Nick has been in touch with Randy Hall, and we were thinking it may be a good idea for us all to chat. Let me know your thoughts.

Thanks!

Sent from my iPhone

Begin forwarded message:

From: nick griffin <nickgriffin@gmail.com>
Date: March 15, 2017 at 1:39:27 PM PDT
To: Jessica Lall <jlall@ccala.org>
Subject: Re: USC-DTLA Center for Urban Innovation

He hasn't yet, but is usually slow to do so. I'd go ahead.

On Mar 15, 2017, at 1:27 PM, Jessica Lall <jlall@ccala.org> wrote:

Did he respond? I'm about to forward to tom and ask that we coordinate a mtg?

Best,

Jessica Lall
jlall@ccala.org
213-416-7512

From: Nick Griffin [<mailto:nickgriffin@gmail.com>]
Sent: Monday, March 13, 2017 4:54 PM
To: Jessica Lall <jlall@ccala.org>
Subject: Fwd: USC-DTLA Center for Urban Innovation

Begin forwarded message:

Randy,

I hope this email finds you well.

I want to reengage on our **USC-DTLA Center for Urban Innovation** project. Attached is an outline based on last fall's workshop, with additional contributions from **Elizabeth Currid-Halkett** of **Price**.

And following are several recent developments that I believe bode well for the project:

- **Jessica Lall** – noted USC alum, former Coro Fellow - has taken over as President/CEO of the **Central City Association**, and is moving the organization in innovative directions. She participated in our fall workshop and is strongly supportive of this project. She and CCA could be instrumental in coalescing support in the downtown business community as well as at City Hall.
- **TransAmerica** is vacating their office spaces at the **South Park USC Building** and building ownership is exploring strategies for re-positioning the building to attract tech and creative tenants. LBA is intrigued by the potential of this project as part of that strategy. One possibility is for them to dedicate a full floor of the building as an **Urban Innovation Incubator** - similar to the **LA Clean Tech Incubator** - that could be anchored by the USC CUI, and cater to urban technology and innovation companies, start-ups, and other organizations. One of the advantages of this building is its adjacency to the **Los Angeles Department of Public Works**, which could be a key public sector partner.
- Finally, the resounding defeat of Measure S, along with the success of Measures H in this election, as well as Measures HHH and M last year - demonstrate a strong public vote of confidence for a **progressive vision for the future of the City of Los Angeles** - a sentiment that City elected and agency officials are excited about and working to leverage. The USC CUI could position itself at the forefront of this movement - a

thought-leader actively engaged in helping shape that future.

That's my pitch – let's talk!

Nick

Nicholas Ziff Griffin
Director of Economic Development

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